

## ORDER



**Orders**  
**Order / Rev:** 718382  
**Alt Order #:** 06353168  
**Product Desc:** PAULSEN FOR CONGRESS  
**Estimate:** PAULSEN FOR CONGRESS  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Placement LLC  
**Buying Contact:**  
**Billing Contact:**  
 3946 North Hampton Drive  
 Powell, OH 432065

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** PAULSEN/R/CON/MN  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	50	\$40,500.00	\$34,425.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$40,500.00	\$34,425.00	0.00
<b>Totals</b>	<b>50</b>	<b>\$40,500.00</b>	<b>\$34,425.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/22/12	10/22/12	NBC Nightly News NBC Nightly News	CM	530-6P	M- - - - -	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -			1			\$2,250.00		0.00			
E 2	KARE	10/17/12	10/23/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	- TWTF - -	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	- TWTF - -			4			\$250.00		0.00			
E 3	KARE	10/18/12	10/23/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	- T- T- - -	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/18/12	10/24/12	- T- T- - -			2			\$850.00		0.00			
E 4	KARE	10/17/12	10/22/12	Today Show Today Show	CM	7-9a	M- W- F- -	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	M- W- F- -			3			\$800.00		0.00			
E 5	KARE	10/18/12	10/22/12	M-F 9-10a TODAY	CM	9-10a	M- - T- - -	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/18/12	10/24/12	M- - T- - -			2			\$175.00		0.00			
E 6	KARE	10/18/12	10/23/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	MT- TF- - -	:30	4	\$125.00	P-2	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/18/12	10/24/12	MT- TF- - -			4			\$125.00		0.00			

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Advertiser: PAULSEN/R/CON/MN  
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 Estimate: PAULSEN FOR CONGRESS  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KARE	10/17/12	10/23/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/12	10/23/12	MTWTF--		5			\$250.00		0.00				
E 8	KARE	10/17/12	10/23/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/12	10/23/12	MTWTF--		5			\$600.00		0.00				
E 9	KARE	10/17/12	10/23/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,450.00	P-2	0.00	NM	5	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/12	10/23/12	MTWTF--		5			\$1,450.00		0.00				
E 10	KARE	10/17/12	10/23/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,450.00	P-2	0.00	NM	5	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/12	10/23/12	MTWTF--		5			\$1,450.00		0.00				
E 11	KARE	10/17/12	10/23/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-TWT---	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/12	10/23/12	-TWT---		3			\$1,200.00		0.00				
E 12	KARE	10/17/12	10/22/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-W----	:30	2	\$2,475.00	P-2	0.00	NM	2	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/17/12	10/23/12	M-W----		2			\$2,475.00		0.00				
E 13	KARE	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		2			\$200.00		0.00				
E 14	KARE	10/20/12	10/20/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$500.00		0.00				
E 15	KARE	10/20/12	10/20/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$500.00		0.00				
E 16	KARE	10/20/12	10/20/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$700.00		0.00				
E 17	KARE	10/20/12	10/20/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$450.00		0.00				
E 18	KARE	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$250.00		0.00				
E 19	KARE	10/21/12	10/21/12	Meet the Press Meet the Press	CM	9-10a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$1,500.00		0.00				
E 20	KARE	10/21/12	10/21/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$700.00		0.00				
Totals														50	\$40,500.00